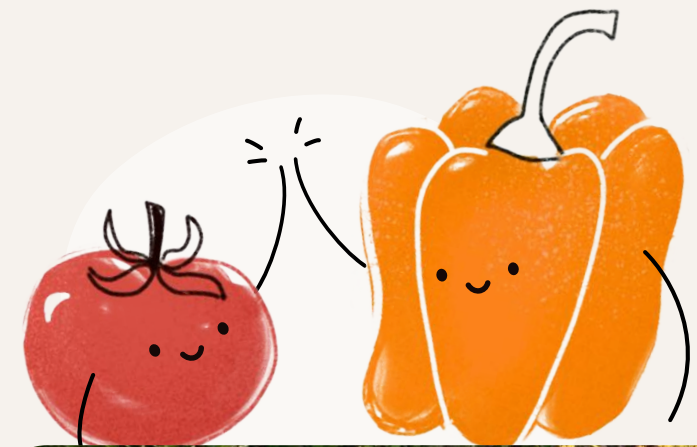


FRÜD

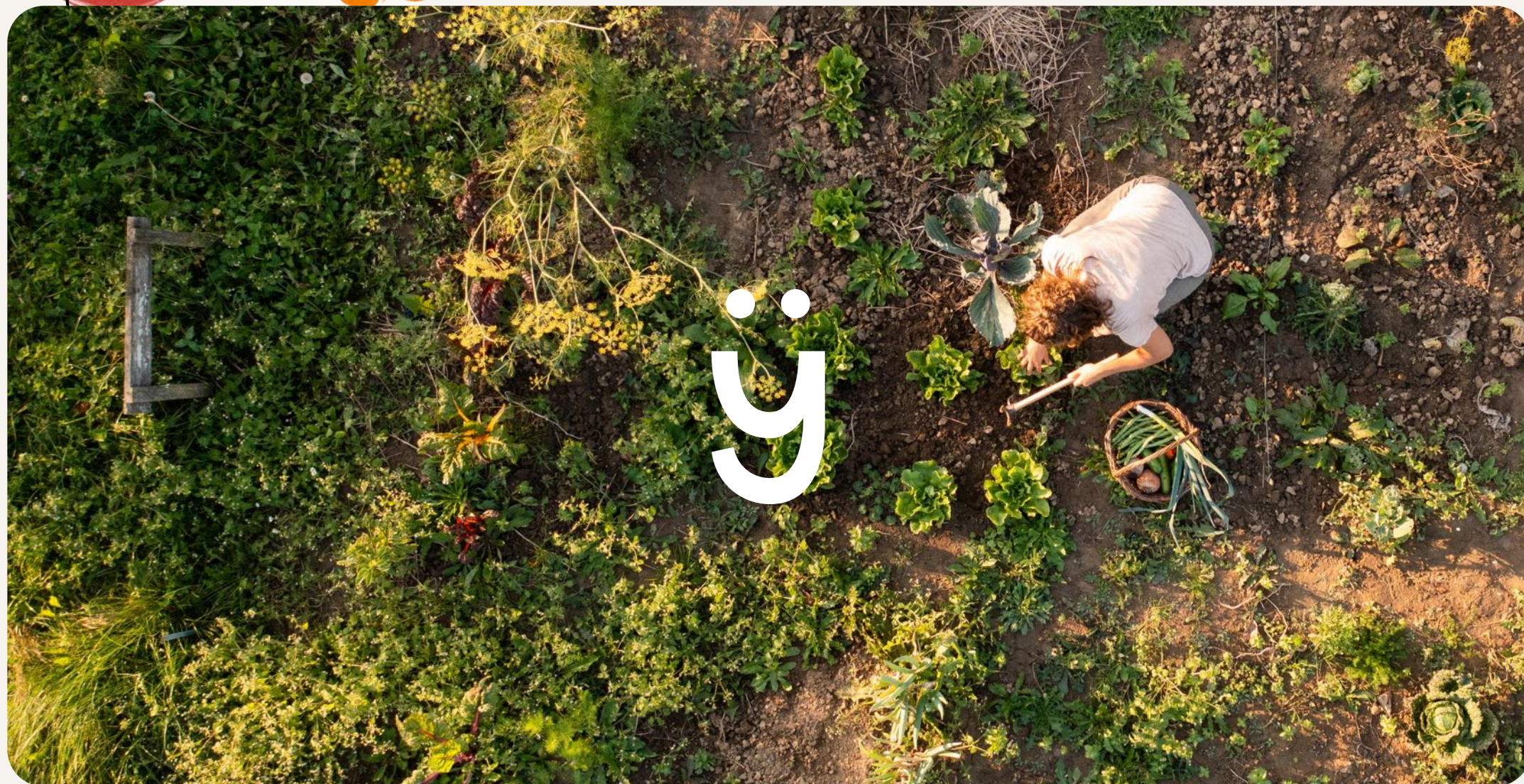


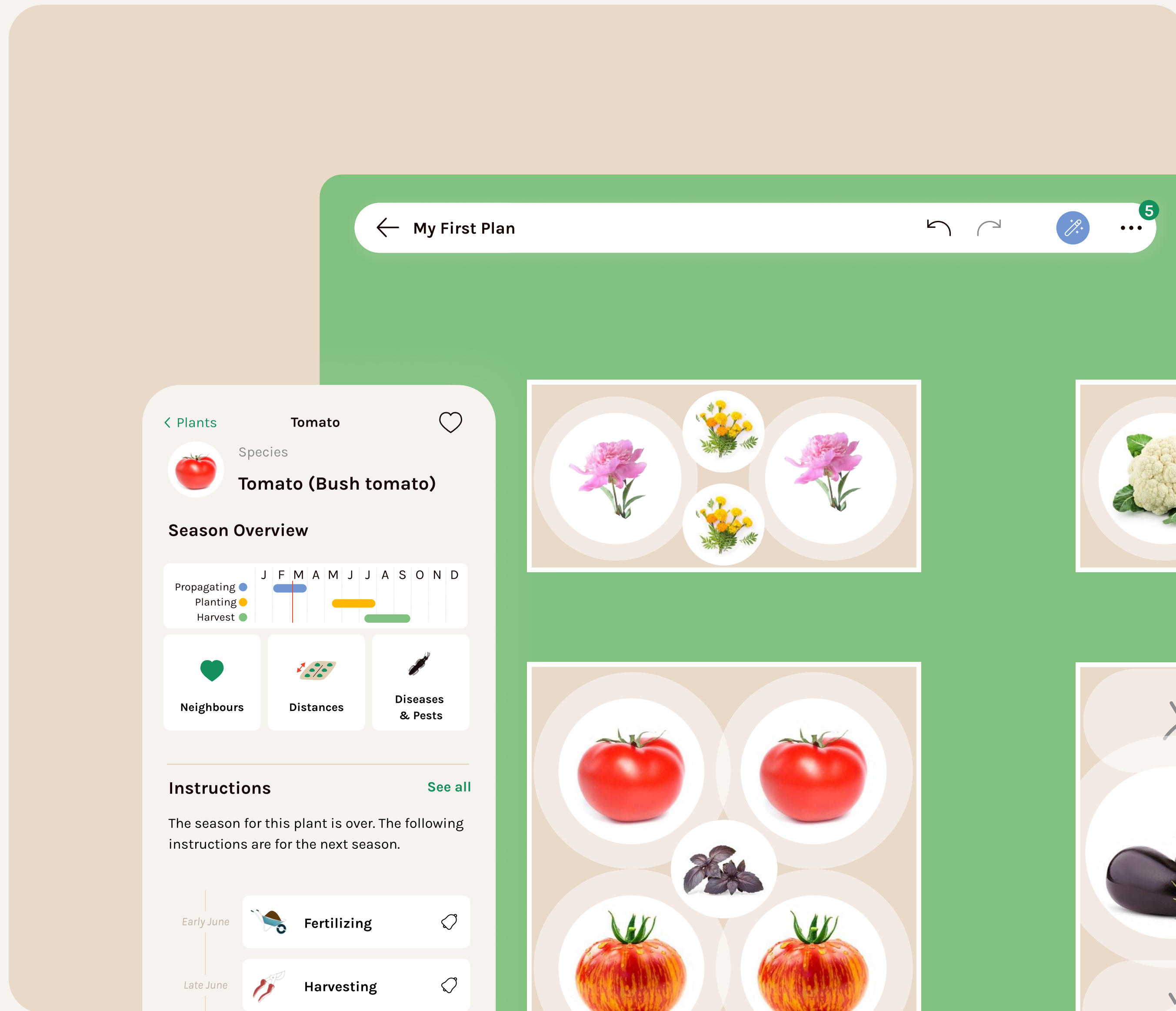
About Fryd



Fryd helps people grow their own food successfully and sustainably – whether in their garden, on shared plots, or on the balcony.

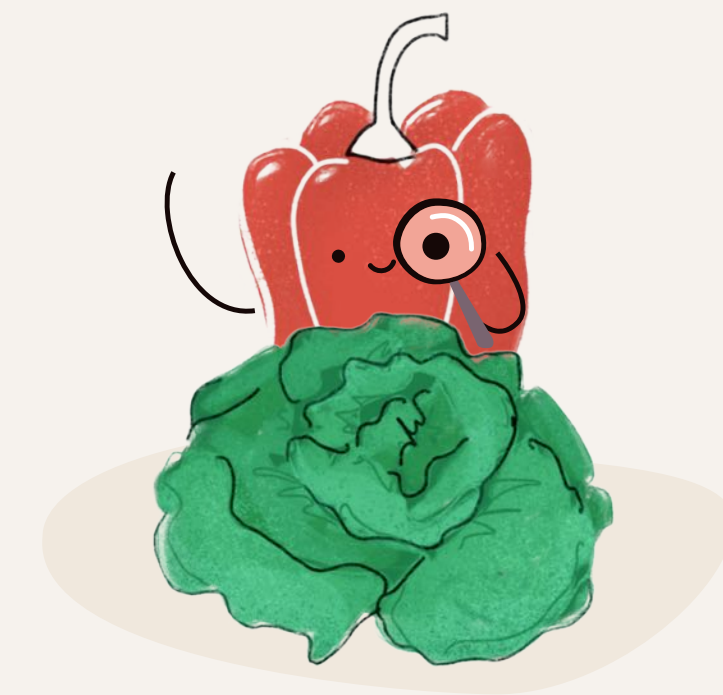
As a social enterprise under steward ownership, Fryd prioritizes its social mission over profit. The company's goal is to inspire people to grow food sustainably, eat consciously, and care for our planet's natural resources.





The app offers personalized bed planning, practical care guides, and a vibrant, supportive community where gardeners share knowledge, experiences, and inspiration.

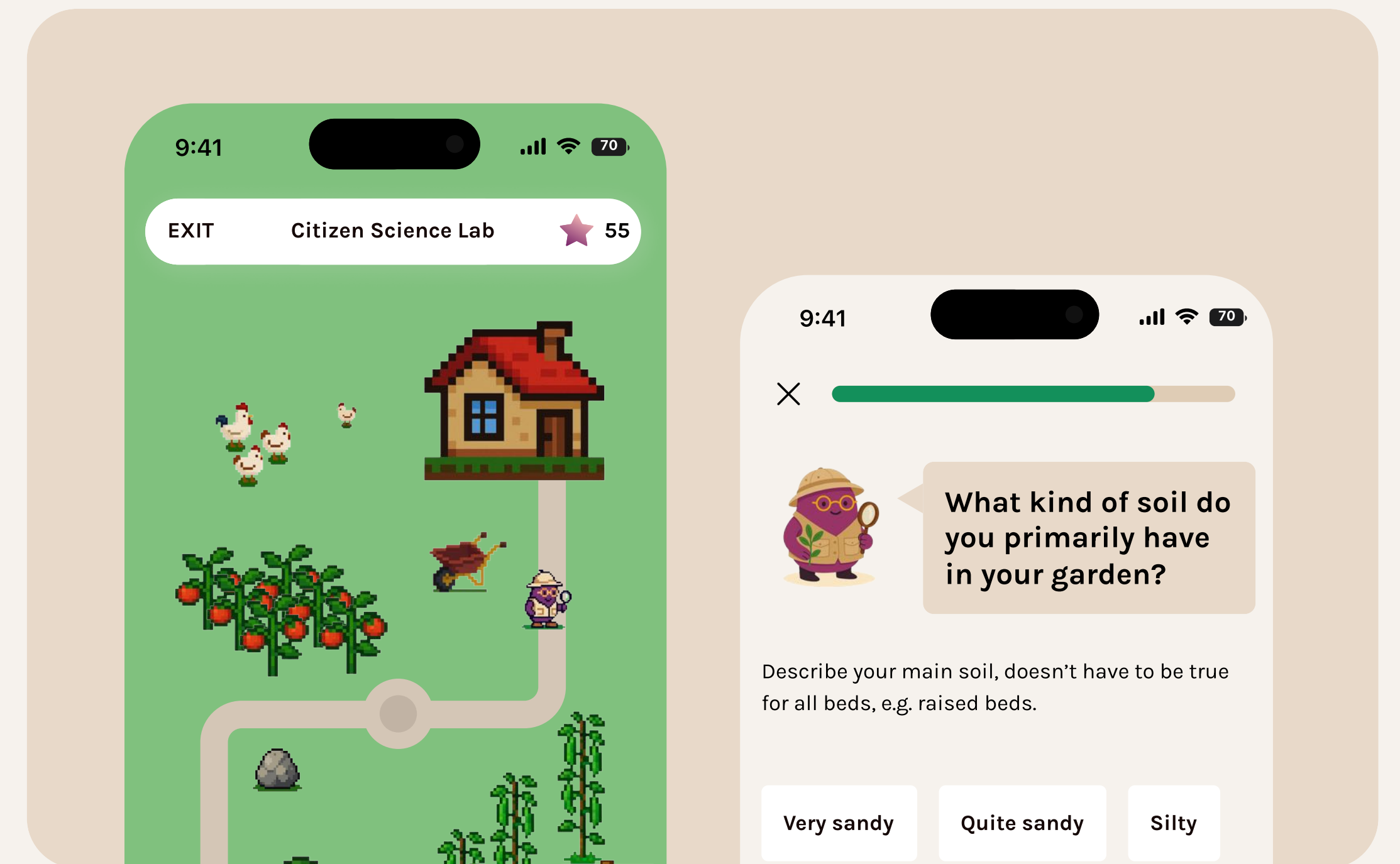
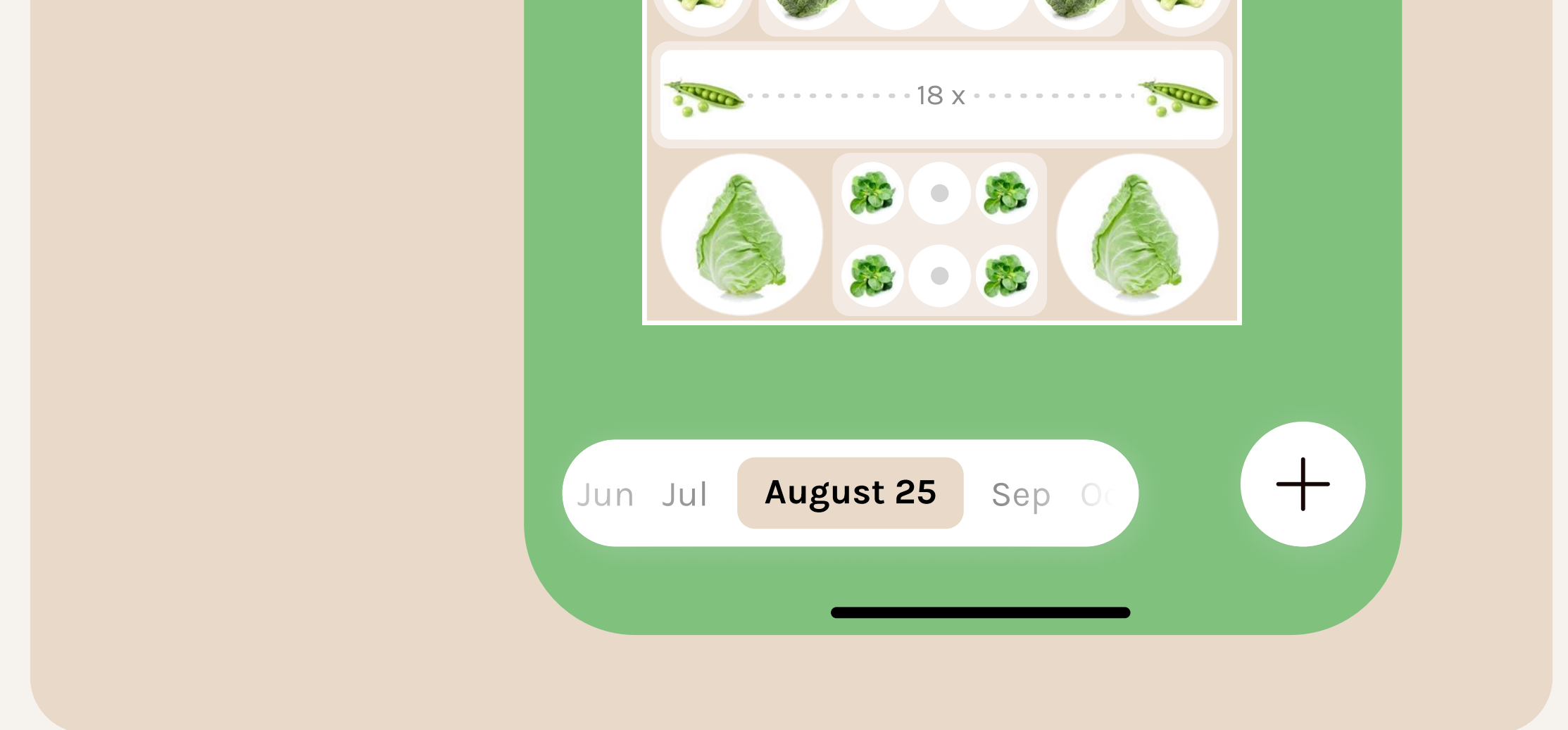
Since its founding in 2019, the international Fryd community has grown to over 350,000 users. In the German- and English-language app, they exchange ideas and deepen their understanding of sustainable cultivation, nutrition, and ecological living.

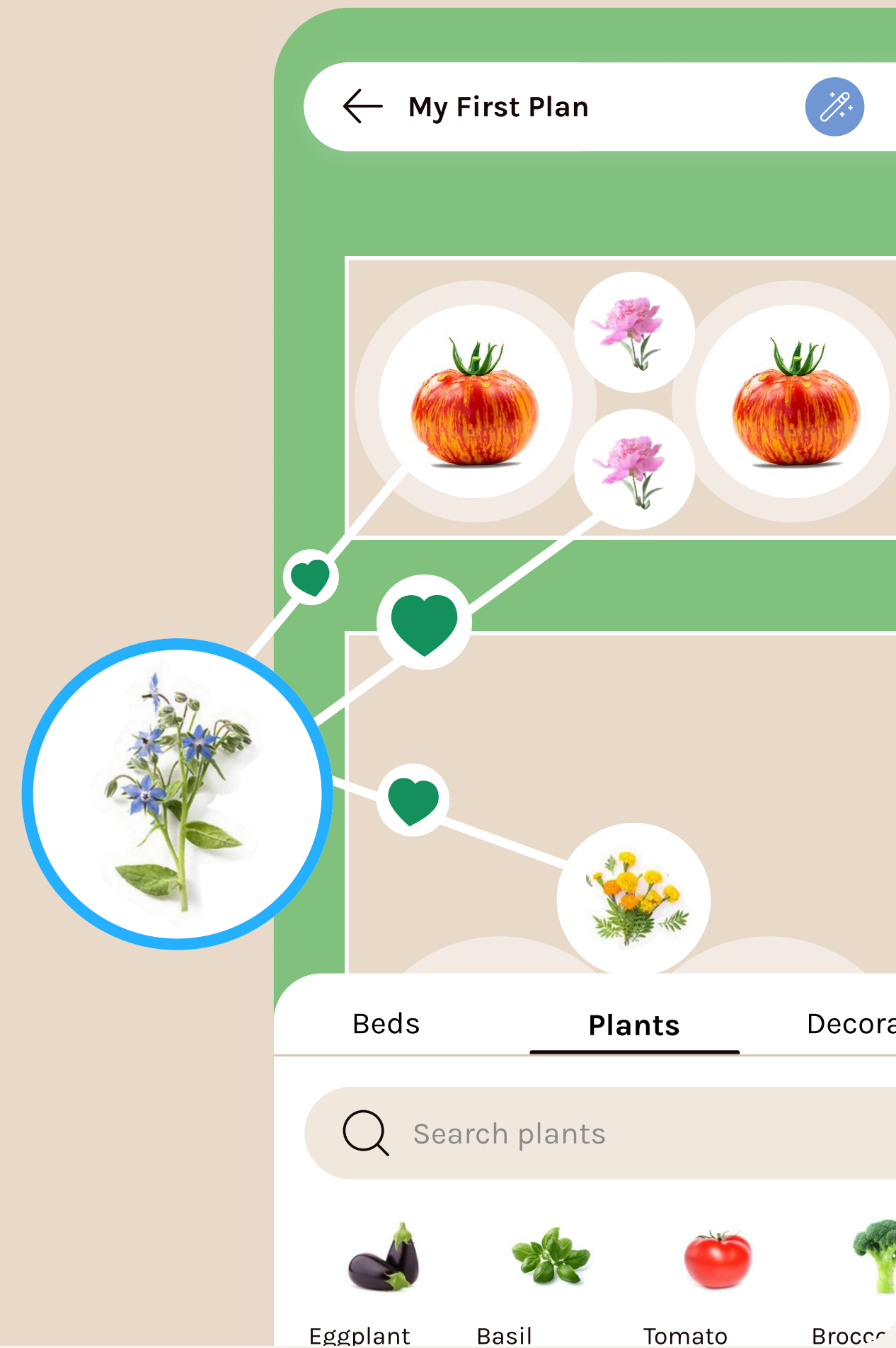


Sustainable Gardening with Fryd

Fryd follows a holistic approach that combines ecological responsibility, education, and community. 75% of users report that Fryd has helped them consume more consciously and sustainably. The gardens created with Fryd are not just spaces for harvest – they become diverse, nature-friendly habitats that promote biodiversity and strengthen people's connection to nature.

The Fryd app is available as a freemium version for iOS and Android, as well as a web application. This allows users to conveniently plan their beds on a computer and manage them on the go via mobile.





By combining practical gardening knowledge with digital support, Fryd makes it easier than ever to start growing vegetables sustainably - whether in the countryside or the city.

Fryd is more than just a gardening app - it's a digital companion that connects people and brings sustainable gardening to life.

+350.000

REGISTRATIONS (2025)



1.994.500

SQUARE METRES
PLANNED AREA

134.400

CREATED BED PLANS

11.528

TONNES VEGETABLES
PRODUCED

Key Facts

APP & WEB VERSION

Available for iOS, Android & Desktop

FOCUS

Ecological cultivation, sustainable
nutrition, education & community

COMPANY STRUCTURE

Social enterprise under steward
ownership

FOUNDED

2019

LANGUAGES

German & English

“The app is great, easy to navigate and a full guide on how to grow plants 🙌”

Judith - Fryd User ★★★★★

“This is by far the gardening app I have always been looking for for years”

Marius, Fryd User ★★★★★

Press Contact



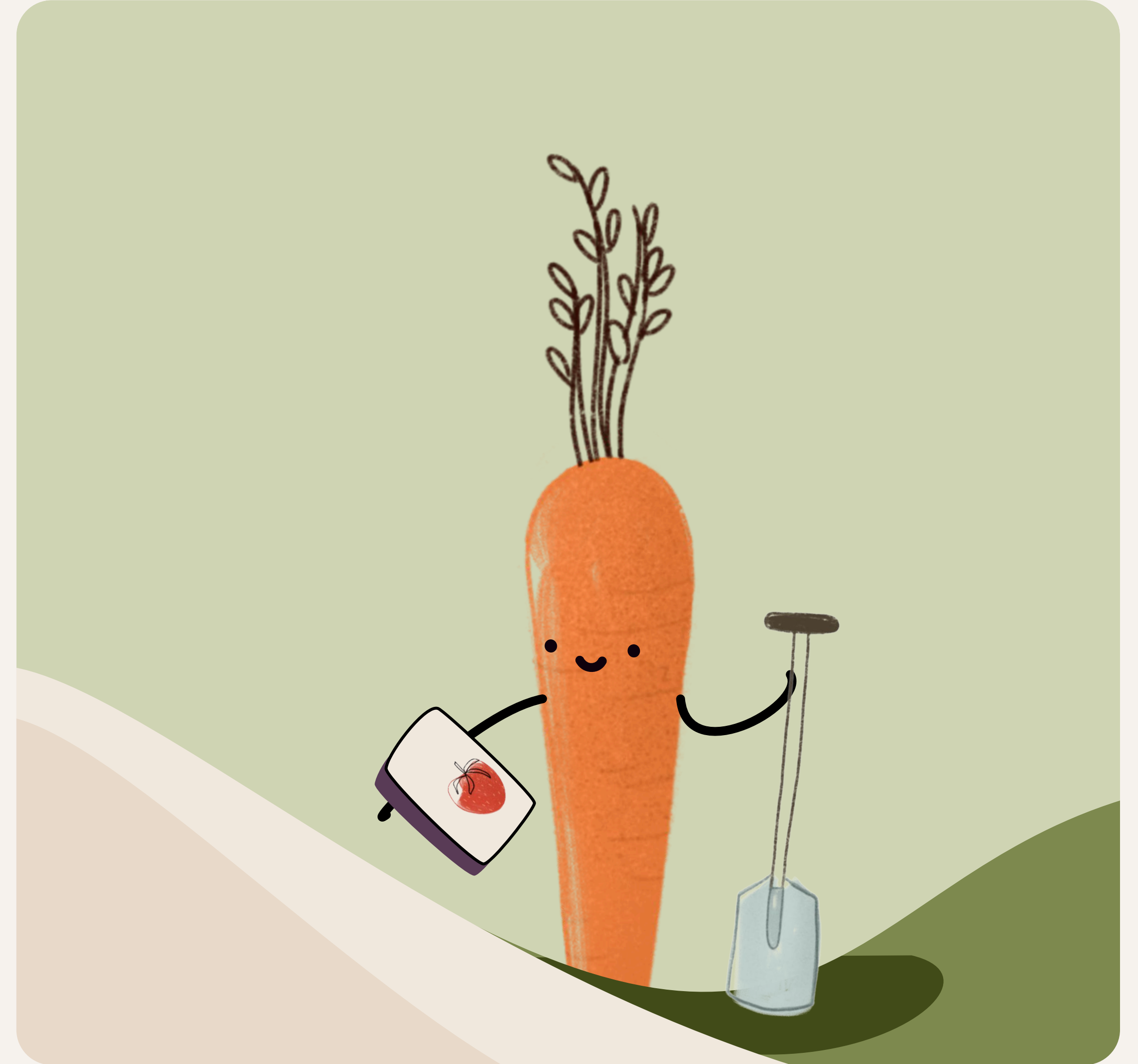
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FRÜD

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